LinkedIn: 10 Tips

1. Profile picture
A personal connection begins with your picture! Adding a profile picture makes your profile 7x more likely to be viewed by others. Have a high-quality, recent profile picture of yourself that appropriately describes your role in your industry.

2. Professional headline
Brand your professional headline. This is where you begin to engage your readers! Without a doubt, this is one of the most important fields in LinkedIn—and it should not be your job title! It should describe what you do (or what you want to do). You have 120 characters to describe yourself to your target audience. Use descriptive terms that makes someone want to read the rest of your Profile. This is also a good spot to add your desired location if searching for a job/internship. You must be findable by your target employers.

   Examples: Health Promotions | Fitness Training | Nutrition Advocate
   Aspiring Civil Engineer | Software Development
   Computer Gaming Specialist | Boston, MA

3. Customized profile URL
By default, your LinkedIn profile URL will consist of random alphanumerical characters. You can customize your profile URL by going to Edit Profile > Customize Your Public Profile URL. Customizing your LinkedIn URL helps “brand” you! You can add it to your resume, business cards, and email signature.

4. Aligned industry
Include the industry you aspire to be in to increase your chances of being found. This will allow the right recruiters and other professionals in your field to find you. Look at other professionals in your industry and/or with your desired job to see what they have listed under “Industry.”

5. Summary
Next to your professional headline, your Summary is the most important part of your profile. You have 2,000 characters (nearly a full page) for this section. This is your personal story, so it should be written in first person (“I”) as opposed to third person (“Joe”). It should read just like you were actually speaking to the reader. Keywords are critical in your Summary. You want your Profile to be found by search engines. This section can also include bullet points.
LinkedIn allows you to add a variety of media such as videos, images, documents, links, and presentations to the Summary, Education, and Experience sections of your profile. This enables you to showcase different projects, provide samples of your work, and better optimize your LinkedIn profile.

7. Recommendations

Ask supervisors, professors, or classmates who have worked with you closely to write a recommendation. This gives extra credibility to your strengths and skills and 3 recommendations can help make your profile 100% complete. These individuals will need to be in LinkedIn.

8. Email address/additional information

Include your email address under “Advice for contacting.” This will allow recruiters and other professionals to contact you. You do not need to add anything under “Personal Details” (i.e., Birthday and Marital Status).

9. Adding/removing skills

Maintaining a relevant list of skills on your profile will help others understand you and match you with the right opportunities. Click “Edit Profile,” “Skills,” and “Edit.” Editing this section will allow you to prioritize the skills you would like to highlight.

10. Printing your profile

Print your LinkedIn Profile using Google Chrome. In Chrome, your profile fits to the entire page and makes it very easy to read.

Give us a call at 716-645-2231 or stop by our office (259 Capen Hall) to schedule an:
- Express Career Consult, a same-day, 20-minute appointment to review your LinkedIn profile (Please bring a printout of your LinkedIn profile! See tip #10).
- One-hour career counseling appointment to learn more about how to use LinkedIn for a successful job/internship search.